

# Turkey Lingerie Market Size, Share, Trends and Forecast by Product Type, Material, Price Range, Distribution Channel, and Region, 2026-2034

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## Abstracts

The Turkey lingerie market size reached USD 1.3 Billion in 2025. Looking forward, the market is projected to reach USD 2.3 Billion by 2034, exhibiting a growth rate (CAGR) of 6.58% during 2026-2034. The market is driven by Turkey's textile manufacturing advantage and rising global demand for competitively priced, certified lingerie exports. A cultural shift toward comfort and functional innerwear is redefining local preferences. Digital retail innovations, omnichannel expansion, and influencer-driven e-commerce are further augmenting the Turkey lingerie market share.

### TURKEY LINGERIE MARKET TRENDS:

#### Domestic Manufacturing Strength and Export Competitiveness

Turkey's lingerie industry benefits from its strong position as a global textile and apparel hub, with vertically integrated supply chains, skilled labor, and access to high-quality fabrics. Major lingerie producers in Istanbul, Izmir, and Bursa serve both domestic demand and international markets, including Europe and the Middle East. These manufacturers offer competitive pricing and fast fashion turnaround, making Turkey a preferred sourcing destination for global private-label and branded innerwear. The country's extensive textile clusters support rapid prototyping, fabric innovation, and small-batch flexibility, key for trend-sensitive products like lingerie. Turkish lingerie exporters meet stringent EU quality standards, and many factories hold certifications such as OEKO-TEX and GOTS, which boost appeal among environmentally and socially conscious buyers. Beyond contract manufacturing, several Turkish lingerie brands are expanding internationally through multi-brand outlets and digital commerce platforms. This strong manufacturing base supports not only exports but also enhances

the quality and affordability of products within the domestic market. As a result, Turkey lingerie market growth is being driven by the convergence of local production excellence and global sourcing relevance, creating resilient opportunities across retail, wholesale, and online channels.

### Shifting Cultural Norms and Rise of Functional Innerwear

Cultural perspectives on lingerie in Turkey are shifting, particularly among urban millennials and Gen Z consumers. Younger women are prioritizing comfort, body positivity, and personal expression over traditional aesthetics. Wireless bras, bralettes, and seamless designs are gaining popularity, especially among women in metropolitan areas such as Istanbul, Ankara, and Izmir. Retailers are responding with modernized designs that reflect global fashion trends while catering to local preferences in modesty and versatility. This shift is supported by the rise of social media influencers, lifestyle bloggers, and online campaigns that normalize lingerie as part of everyday comfort rather than purely intimate or aesthetic wear. Additionally, consumers are showing a growing interest in multipurpose lingerie, pieces that can transition from innerwear to outerwear or be worn as loungewear. Turkish brands are launching collections with moisture-wicking fabrics, stretchable silhouettes, and breathable linings, addressing both climate and lifestyle needs. As women increasingly seek lingerie that aligns with functionality, comfort, and evolving identity, domestic retailers are well-positioned to lead this transformation, capturing a larger share of the mid-market and premium segments.

### E-commerce Growth and Retail Modernization

Digital transformation is accelerating the evolution of lingerie retail in Turkey. Online lingerie sales are surging due to broader internet penetration, mobile-first purchasing behavior, and enhanced payment infrastructure. E-commerce platforms now offer discreet packaging, virtual fitting guides, and localized language support, increasing consumer confidence in buying lingerie online, an item traditionally seen as high-touch. Meanwhile, omnichannel strategies are becoming common among Turkish brands, with flagship stores doubling as fulfillment hubs for click-and-collect or same-day delivery services. Lingerie startups are also leveraging Instagram shops, influencer marketing, and data-driven customization to attract niche audiences. Major Turkish retailers are investing in experiential stores with curated fitting zones, digital sizing tools, and loyalty integrations, aiming to modernize how lingerie is purchased and perceived. Furthermore, the COVID-19 pandemic catalyzed lasting changes in consumer behavior, with greater demand for home-friendly, soft lingerie as remote work normalized casual

dressings. These retail innovations are expanding access to both urban and regional consumers, while streamlining the path to purchase. As Turkey's digital retail ecosystem matures, lingerie brands are capitalizing on new channels to deliver value, style, and comfort at scale.

#### TURKEY LINGERIE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product type, material, price range, and distribution channel.

#### Product Type Insights:

Brassiere

Knickers or Panties

Shapewear

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes brassiere, knickers or panties, shapewear, and others.

#### Material Insights:

Cotton

Silk

Satin

Nylon

Others

The report has provided a detailed breakup and analysis of the market based on the material. This includes cotton, silk, satin, nylon, and others.

#### Price Range Insights:

Economy

Premium

The report has provided a detailed breakup and analysis of the market based on the price range. This includes economy and premium.

#### Distribution Channel Insights:

Mass Merchandizers

Specialized Stores

Online Stores

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes mass merchandizers, specialized stores, online stores, and others.

#### Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

#### COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

#### KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey lingerie market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey lingerie market on the basis of product type?

What is the breakup of the Turkey lingerie market on the basis of material?

What is the breakup of the Turkey lingerie market on the basis of price range?

What is the breakup of the Turkey lingerie market on the basis of distribution channel?

What is the breakup of the Turkey lingerie market on the basis of region?

What are the various stages in the value chain of the Turkey lingerie market?

What are the key driving factors and challenges in the Turkey lingerie market?

What is the structure of the Turkey lingerie market and who are the key players?

What is the degree of competition in the Turkey lingerie market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 TURKEY LINGERIE MARKET - INTRODUCTION**

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

### **5 TURKEY LINGERIE MARKET LANDSCAPE**

- 5.1 Historical and Current Market Trends (?2020-2025?)
- 5.2 Market Forecast (?2026-2034?)

### **6 TURKEY LINGERIE MARKET - BREAKUP BY PRODUCT TYPE**

- 6.1 Brassiere
  - 6.1.1 Overview
  - 6.1.2 Historical and Current Market Trends (?2020-2025?)
  - 6.1.3 Market Forecast (?2026-2034?)
- 6.2 Knickers or Panties
  - 6.2.1 Overview
  - 6.2.2 Historical and Current Market Trends (?2020-2025?)

#### 6.2.3 Market Forecast (?2026-2034?)

### 6.3 Shapewear

#### 6.3.1 Overview

#### 6.3.2 Historical and Current Market Trends (?2020-2025?)

#### 6.3.3 Market Forecast (?2026-2034?)

### 6.4 Others

#### 6.4.1 Historical and Current Market Trends (?2020-2025?)

#### 6.4.2 Market Forecast (?2026-2034?)

## 7 TURKEY LINGERIE MARKET - BREAKUP BY MATERIAL

### 7.1 Cotton

#### 7.1.1 Overview

#### 7.1.2 Historical and Current Market Trends (?2020-2025?)

#### 7.1.3 Market Forecast (?2026-2034?)

### 7.2 Silk

#### 7.2.1 Overview

#### 7.2.2 Historical and Current Market Trends (?2020-2025?)

#### 7.2.3 Market Forecast (?2026-2034?)

### 7.3 Satin

#### 7.3.1 Overview

#### 7.3.2 Historical and Current Market Trends (?2020-2025?)

#### 7.3.3 Market Forecast (?2026-2034?)

### 7.4 Nylon

#### 7.4.1 Overview

#### 7.4.2 Historical and Current Market Trends (?2020-2025?)

#### 7.4.3 Market Forecast (?2026-2034?)

### 7.5 Others

#### 7.5.1 Historical and Current Market Trends (?2020-2025?)

#### 7.5.2 Market Forecast (?2026-2034?)

## 8 TURKEY LINGERIE MARKET - BREAKUP BY PRICE RANGE

### 8.1 Economy

#### 8.1.1 Overview

#### 8.1.2 Historical and Current Market Trends (?2020-2025?)

#### 8.1.3 Market Forecast (?2026-2034?)

### 8.2 Premium

#### 8.2.1 Overview

8.2.2 Historical and Current Market Trends (?2020-2025?)

8.2.3 Market Forecast (?2026-2034?)

## **9 TURKEY LINGERIE MARKET - BREAKUP BY DISTRIBUTION CHANNEL**

### **9.1 Mass Merchandizers**

9.1.1 Overview

9.1.2 Historical and Current Market Trends (?2020-2025?)

9.1.3 Market Forecast (?2026-2034?)

### **9.2 Specialized Stores**

9.2.1 Overview

9.2.2 Historical and Current Market Trends (?2020-2025?)

9.2.3 Market Forecast (?2026-2034?)

### **9.3 Online Stores**

9.3.1 Overview

9.3.2 Historical and Current Market Trends (?2020-2025?)

9.3.3 Market Forecast (?2026-2034?)

### **9.4 Others**

9.4.1 Historical and Current Market Trends (?2020-2025?)

9.4.2 Market Forecast (?2026-2034?)

## **10 TURKEY LINGERIE MARKET – BREAKUP BY REGION**

### **10.1 Marmara**

10.1.1 Overview

10.1.2 Historical and Current Market Trends (?2020-2025?)

10.1.3 Market Breakup by Product Type

10.1.4 Market Breakup by Material

10.1.5 Market Breakup by Price Range

10.1.6 Market Breakup by Distribution Channel

10.1.7 Key Players

10.1.8 Market Forecast (?2026-2034?)

### **10.2 Central Anatolia**

10.2.1 Overview

10.2.2 Historical and Current Market Trends (?2020-2025?)

10.2.3 Market Breakup by Product Type

10.2.4 Market Breakup by Material

10.2.5 Market Breakup by Price Range

10.2.6 Market Breakup by Distribution Channel

#### 10.2.7 Key Players

#### 10.2.8 Market Forecast (?2026-2034?)

### 10.3 Mediterranean

#### 10.3.1 Overview

#### 10.3.2 Historical and Current Market Trends (?2020-2025?)

#### 10.3.3 Market Breakup by Product Type

#### 10.3.4 Market Breakup by Material

#### 10.3.5 Market Breakup by Price Range

#### 10.3.6 Market Breakup by Distribution Channel

#### 10.3.7 Key Players

#### 10.3.8 Market Forecast (?2026-2034?)

### 10.4 Aegean

#### 10.4.1 Overview

#### 10.4.2 Historical and Current Market Trends (?2020-2025?)

#### 10.4.3 Market Breakup by Product Type

#### 10.4.4 Market Breakup by Material

#### 10.4.5 Market Breakup by Price Range

#### 10.4.6 Market Breakup by Distribution Channel

#### 10.4.7 Key Players

#### 10.4.8 Market Forecast (?2026-2034?)

### 10.5 Southeastern Anatolia

#### 10.5.1 Overview

#### 10.5.2 Historical and Current Market Trends (?2020-2025?)

#### 10.5.3 Market Breakup by Product Type

#### 10.5.4 Market Breakup by Material

#### 10.5.5 Market Breakup by Price Range

#### 10.5.6 Market Breakup by Distribution Channel

#### 10.5.7 Key Players

#### 10.5.8 Market Forecast (?2026-2034?)

### 10.6 Blacksea

#### 10.6.1 Overview

#### 10.6.2 Historical and Current Market Trends (?2020-2025?)

#### 10.6.3 Market Breakup by Product Type

#### 10.6.4 Market Breakup by Material

#### 10.6.5 Market Breakup by Price Range

#### 10.6.6 Market Breakup by Distribution Channel

#### 10.6.7 Key Players

#### 10.6.8 Market Forecast (?2026-2034?)

### 10.7 Eastern Anatolia

- 10.7.1 Overview
- 10.7.2 Historical and Current Market Trends (?2020-2025?)
- 10.7.3 Market Breakup by Product Type
- 10.7.4 Market Breakup by Material
- 10.7.5 Market Breakup by Price Range
- 10.7.6 Market Breakup by Distribution Channel
- 10.7.7 Key Players
- 10.7.8 Market Forecast (?2026-2034?)

## **11 TURKEY LINGERIE MARKET – COMPETITIVE LANDSCAPE**

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

## **12 PROFILES OF KEY PLAYERS**

- 12.1 Company A
  - 12.1.1 Business Overview
  - 12.1.2 Products Offered
  - 12.1.3 Business Strategies
  - 12.1.4 SWOT Analysis
  - 12.1.5 Major News and Events
- 12.2 Company B
  - 12.2.1 Business Overview
  - 12.2.2 Products Offered
  - 12.2.3 Business Strategies
  - 12.2.4 SWOT Analysis
  - 12.2.5 Major News and Events
- 12.3 Company C
  - 12.3.1 Business Overview
  - 12.3.2 Products Offered
  - 12.3.3 Business Strategies
  - 12.3.4 SWOT Analysis
  - 12.3.5 Major News and Events
- 12.4 Company D

- 12.4.1 Business Overview
- 12.4.2 Products Offered
- 12.4.3 Business Strategies
- 12.4.4 SWOT Analysis
- 12.4.5 Major News and Events
- 12.5 Company E
  - 12.5.1 Business Overview
  - 12.5.2 Products Offered
  - 12.5.3 Business Strategies
  - 12.5.4 SWOT Analysis
  - 12.5.5 Major News and Events

## **13 TURKEY LINGERIE MARKET - INDUSTRY ANALYSIS**

- 13.1 Drivers, Restraints, and Opportunities
  - 13.1.1 Overview
  - 13.1.2 Drivers
  - 13.1.3 Restraints
  - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
  - 13.2.1 Overview
  - 13.2.2 Bargaining Power of Buyers
  - 13.2.3 Bargaining Power of Suppliers
  - 13.2.4 Degree of Competition
  - 13.2.5 Threat of New Entrants
  - 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

## **14 APPENDIX**

## I would like to order

Product name: Turkey Lingerie Market Size, Share, Trends and Forecast by Product Type, Material, Price Range, Distribution Channel, and Region, 2026-2034

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